

New Benson & Hedges 100's Lights



Ding Star™ 11 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

**Who could
make light of
themselves
better?**



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Newsmagazines — 1

McCall's — December 1977

Ladies' Home Journal — December 1977

People — December 1977

Better Homes & Gardens — December 1977

Southern Living — December 1977

Glamour — December 1977

MacCosmo — December 1977

People — December 1977

Wills, Rich, Greene, Inc.